

The REEL - Privacy Policy

Thank you for using The Reel! We wrote this policy to help you understand what information we collect, how we use it, and what choices you have. Because we're an internet company, some of the concepts below are a little technical, but we've tried our best to explain things in a simple and clear way. We welcome your questions and comments on this policy.

What information do we collect?

We collect information in two ways:

A. When you give it to us or give us permission to obtain it.

When you sign up for or use our products, you voluntarily give us certain information. This can include your name, profile photo, comments, likes, email address you used to sign up, and any other information you provide us. If you're using The Reel on your mobile device, you can also choose to provide us with location data. You also may give us permission to access your information in other services. For example, you may link your Facebook or Twitter account to The Reel, which allows us to obtain information from those accounts (e.g., your friends or contacts). The information we obtain from those services often depends on your settings or their privacy policies, so be sure to check what those are.

B. We also get technical information when you use our products or use websites or apps that have The Reel features.

These days, whenever you use a website, mobile application, or other Internet service, there's certain information that almost always gets created and recorded automatically. The same is true when you use our products. Here are some of the types of information we collect:
Log Data. When you use The Reel, our servers automatically record information ("log data") including information that your mobile app sends when you're using it. This log data may include your Internet Protocol address, the address of the web pages you visited, the date and time of your request and how you used The Reel to name a few.

C. Device Information: In addition to log data, we may also collect information about the device you're using The Reel on, including what type of device it is, what operating system you're using, device settings, unique device identifiers, and crash data. Whether we collect some or all of this information often depends on what type of device you're using and its settings. For example, different types of information are available depending on whether you're using a Mac or a PC, or an iPhone or an Android phone. To learn more about what information your device makes available to us, please also check the policies of your device manufacturer or software provider.

How do we use the information we collect?

We use the information we collect to provide our products to you and make them better, develop new improvements, and protect The Reel and our users. For example, we may log how often you click on links or how long you might spend on a product inside the application. We also use the information we collect to offer you customized content, including: Suggesting products, brands or designers you might like. For example, if you've indicated that you're interested in denim, we may suggest denim related products or show you ads from designers/stylists/celebrities wearing denim.
We also use the information we collect to:
Send you updates, newsletters, marketing materials and other information that may be of interest to you.

Send this information to designers/stylists and other publishers on the platform so they can better cater to the requirements of the user.

The information we collect may be “personally identifiable” (meaning it can be used to specifically identify you as a unique person) or “non-personally identifiable” (meaning it can’t be used to specifically identify you). We use both types of information, and combinations of both types, as described above. We may use or store information wherever The Reel does business, including countries outside your own.

What choices do you have about your information?

Our goal is to give you simple and meaningful choices over your information. If you have a The Reel account, many of the choices you have on The Reel are built directly in to the product or your account settings. You can access and change information in your profile page at any time, Link or unlink your The Reel account from an account on another service (e.g., Facebook or Twitter). For some services (like Facebook), you may be able to choose whether or not to publish your activity on The Reel to that service.

Close your account at any time. When you close your account, we’ll deactivate your account. We may retain images posted by you in the past and may delete them over time if the linked products are not available anymore. We may retain archived copies of your information as required by law or for legitimate business purposes (including to help address fraud and spam). In addition to the examples above, if you have any questions, please email us at support@esbee.net.

You may have choices available to you through the device or software you use to access The Reel. For example:

The browser you use may provide you with the ability to control cookies or other types of local data storage. Your mobile device may provide you with choices around how and whether location or other data is shared with us. To learn more about these choices, please see the information provided by the device or software provider.

How do we share the information we collect?

The Reel is a tool that is used to cater to the fashion needs of users. To that effect we share user behavior, user buying preferences and user information (when provided by the user), to the creators of the content namely - fashion designers, stylists. We share this information strictly with the intention of customizing and providing a better user experience for the users. Unless the user grants us explicit permission to identify them, all the user specific information is stripped of the details we share with designers and stylists. So for eg. we might provide a designer information such as - A 20 year old male liked a particular item and clicked on the product. But no information identifying a user specifically will be shared by The Reel with designers/content creators , unless the user willingly accepts to share this information from within the application.

Our Policy on Children’s Information

The Reel is not directed to children under 13. If you learn that your minor child has provided us with personal information without your consent, please contact us.

How do we make changes to this policy?

We may change this policy from time to time, and if we do we’ll post any changes on this page. If you continue to use The Reel after those changes are in effect, you agree to the revised policy. If the changes are significant, we may provide more prominent notice or obtain your consent as required by law.